

# 70

## Ways that Aldus PageMaker 5.0 Beats QuarkXPress 3.2

### Macintosh and Windows

#### **About This Document**

This document describes some of the ways that Aldus® PageMaker® 5.0 exceeds the capabilities of QuarkXPress® 3.2, and why a graphics professional would benefit from these differences. It is not intended to be an exhaustive overview of the hundreds of features and benefits of either product, but an illustration of some of the strengths unique to Aldus PageMaker 5.0.

QuarkXPress 3.2 for Windows has been announced but is not yet released. Where Windows-specific information is included, the version used for comparison is QuarkXPress 3.12.

This material has been carefully reviewed by Aldus and several independent parties, and was as accurate as possible as of September 30, 1993. However, because both applications are complex and (naturally) undergo continuous upgrading, some descriptions may become invalid at a later date. We therefore recommend that you not rely solely on this document for a purchasing decision, but that you also carefully review the current specifications of each product to weigh the features and benefits that apply to your particular publishing task.

We welcome your comments and corrections. If you know of any inaccuracy in this document, please write to:

PageMaker Product Marketing, Aldus Corporation, 411 First Avenue South, Seattle, WA 98104-2871, U.S.A. You may also fax responses to (206) 233-7404, Attention: PageMaker Product Marketing.

#### **Contents**

<b>The Top 10 Ways Aldus PageMaker 5.0 Beats QuarkXPress 3.2</b>	<b>2</b>
<b>Productivity Tools</b>	<b>2</b>
<b>Connectivity</b>	<b>4</b>
<b>Typography</b>	<b>6</b>
<b>Feature Implementation</b>	<b>7</b>
<b>File Handling</b>	<b>10</b>
<b>Support Beyond the Box</b>	<b>10</b>
<b>The Price of XTensions</b>	<b>12</b>

## The Top 10 Ways Aldus PageMaker 5.0 Beats QuarkXPress 3.2

Feature	Number
The true cost of QuarkXTensions	70
Automatic table of contents	4
Automatic indexing	5
Built-in word processor (Story Editor)	6
Page imposition	7
Nonconsecutive page-range printing	10
TWAIN support for direct scanning	19
Support for OLE in both Macintosh and Windows	20
Automatic font mapping between platforms (PANOSE)	35
Linking and chain-printing of multiple publications	59

### Productivity Tools

#### 1 Improved printing and up-to-date drivers

**PM** PageMaker 5.0 has a completely new printing architecture for even faster and better PostScript printing. Preliminary benchmark tests on identical documents printed to Linotronic 330 and Agfa Compugraphic imagesetters show print speeds that equal or exceed those of QuarkXPress in every test case. For example, PageMaker was seven times faster when printing separations of a publication that contained cropped and rotated CMYK TIFF images. Part of these speed gains is due to PageMaker's support of the new, more efficient LaserWriter 8 driver from Apple.

**QXP** QuarkXPress 3.2 print speeds have always been good, but the program suffers from the inability to support the Apple LaserWriter 8 driver to its fullest advantage.

#### 2 Interruptible screen redraw

**PM** Because PageMaker can pause its screen redraw to accept new input from the user, PageMaker owners do not have to wait for a page to display the results of one action before they may perform another. Users can, for example, scroll, change views, turn pages, select tools and menu options, and perform most other tasks without waiting for the screen redraw to "catch up" with a previous action. This feature significantly speeds up work, especially on complex layouts.

**QXP** QuarkXPress 3.2 does not offer this capability.

#### 3 Ability to import EPS colors into Colors palette

**PM** When an EPS file is imported, PageMaker 5.0 automatically reads the custom spot and process colors it contains, converts them to editable colors, and adds them to the publication's Colors palette. This enables designers to apply the colors to other elements in the document, and helps prepress operators determine which spot-color plates will be produced before they print a publication. A special icon in the Colors palette readily identifies the color as an EPS color.

**QXP** QuarkXPress 3.2 does not automatically read or record the colors of an imported EPS file. Users can add imported EPS colors to the color palette in two ways: with a Frontier script that's available as shareware from Quark (downloadable from several nationwide bulletin boards), or with the "Color-Manager" XTension, available for \$149 from CompuSense. The Frontier script converts the EPS colors to editable hues; "ColorManager" does not. Neither the script nor the XTension can indicate within the color palette whether a specific hue is an EPS color.

#### 4 Automatic table of contents (TOC)

**PM** PageMaker offers built-in, fully automatic, cross-publication TOC generation, with entries based on either paragraph styles or individual selections.

**QXP** QuarkXPress offers automatic table of contents generation only through the "Sonar Bookends" XTension (\$129.95), which requires users to input keywords to specify which items will be included in the TOC. To be able to link TOC entries to paragraph styles also requires the \$99 "Sonar TOC" XTension.

#### 5 Indexing

**PM** PageMaker offers full-featured, built-in, cross-publication indexing, with options to control capitalization, word order (such as first/last name reversal), cross-referencing, and other settings. When an index is generated, PageMaker automatically creates paragraph styles for easy formatting of the entries.

**QXP** Indexing with QuarkXPress requires either "Indextension" (\$99) from Future Publishing Ltd., or the "Sonar Bookends" XTension (\$129.95). Neither XTension provides the capability to connect index formatting to paragraph styles.

### **Built-in word-processing mode**

- PM** PageMaker provides a built-in word-processing mode, called the Story Editor, that lets users edit and write copy in a fast, text-only window. This view circumvents time-consuming screen redraw during editing, presents all the text in the same user-definable font and size, and saves time when revising or adding large amounts of copy.
- QXP** QuarkXPress does not have a separate word-processing mode, so all edits must be made directly in the layout view. Two XTensions, "QXEdit" (\$149) from Quark and "XT\_Edit" (\$199) from Trias, supply a text-only editing mode, but they aren't as seamlessly integrated (nor as fast) as PageMaker's Story Editor.

### **Page Imposition**

- PM** PageMaker 5.0 offers general-purpose page imposition through its free Build Booklet Addition. Build Booklet is a "light" version of our professional imposition product, Aldus PressWise™, and allows users to create 2-, 3-, and 4-up impositions for printing booklets, manuals, directories, and so on.
- QXP** QuarkXPress 3.2 offers no automatic imposition; using the Document Layout palette, however, a user could rearrange an entire publication by hand. Five XTensions are available for imposition. "Printers' Spreads" (\$179) from Corder & Associates offers functionality similar to the Build Booklet Addition. "Impress" (\$199 to \$799) from XTend, "INposition" (\$1,750) from DK&A, and "Ad Director" (\$4,995) and "Page Director" (\$1,695) from Managing Editor Software Inc. offer more sophisticated features, some of them similar to those in PressWise.

### **Ability to save printer settings without printing**

- PM** By pressing Shift as they click the "Print" button, PageMaker users can save whatever settings they chose for the publication without printing it. This is a quick way to reset target printers, page ranges, tiling specifications, and other print options for future use.
- QXP** QuarkXPress 3.2 does not offer this capability.

### **Ability to store and reuse printer settings for other publications**

- PM** The new Printer Styles Addition included with PageMaker 5.0 allows service providers and others to save oft-used settings for particular printers and jobs, and then to apply them to documents with one command. This Addition saves time when changing

output devices, say, from a laser printer to an image-setter; it also reduces the potential for wasted film by ensuring that all settings are correct before printing.

- QXP** Quark has an XTension called "QuarkPrint" (\$195) that provides the same ability.

### **Nonconsecutive and page-range printing**

- PM** PageMaker 5.0 users can print any combination of continuous or discontinuous pages at once by typing whatever pages they want (e.g., 3, 6–10, 4, 21) in the "Print" dialog box.
- QXP** On the Macintosh, the "QuarkPrint" XTension (\$195) from Quark provides the same kind of functionality; under Windows, users must purchase the "PrintMaster" XTension (\$69.95) from Lepton Technologies.

### **Ability to print multiple EPS pages at once**

- PM** Thanks to PageMaker's printing of nonconsecutive pages and page ranges, users can output any number of pages as EPS files in only one print run. This is particularly a boon to service providers, who must usually output publications in EPS format before they can process the pages for electronic trapping, imposition, and separation.
- QXP** QuarkXPress users can only print pages as EPS files one page at a time. Under Windows, the "PrintMaster" XTension (\$69.95) from Lepton Technologies can provide this functionality; currently no Macintosh XTension is available to do this.

### **"True" cropping of TIFF file data at all times**

- PM** Any time a user crops a TIFF™ image in PageMaker, only the data of the remaining image area is sent to the printer, even if the user has further manipulated the cropped TIFF image—for example, by rotating it. Sending only the necessary data speeds up printing significantly.
- QXP** In most circumstances, QuarkXPress also sends only the data of the uncropped portion of a TIFF image. If the user has also rotated the cropped image, however, QuarkXPress sends data for the whole image, regardless of what has been cropped off. This results in slower print times for highly designed publications.

### **Ability to retain cropping information when replacing TIFF images**

**PM** PageMaker 5.0 allows a user to preserve the cropping, scaling, and rotation information of any TIFF image that has been replaced by another TIFF image during layout. This is useful when a designer scans an image in both low- and high-resolution formats and then manipulates the low-resolution version in the layout as for-position-only (FPO) art. In this case, the user would want to replace the FPO image with its better counterpart before printing separations, but would want to apply the same adjustments as were applied to the FPO version. At the user's option, PageMaker 5.0 will automatically retain this cropping, scaling, and rotation information.

**QXP** QuarkXPress 3.2 retains the scaling and rotation information, but not the cropping data, of a TIFF image that replaces another in the layout. A user therefore would have to expend extra time to precisely recrop the second TIFF image before printing the publication.

### **Predefined templates**

**PM** PageMaker 5.0 comes with 17 professionally defined templates that can be generated using the Open Template Addition. These templates provide layouts for manuals, brochures, newsletters, invoices, and other publications, and include complete grids, style sheets, and placeholders for text. Users can apply a template as is, or use it as a launching point for their own publications.

**QXP** QuarkXPress 3.2 does not supply predefined templates.

### **Running headers and footers**

**PM** PageMaker 5.0 includes an Addition that generates running headers and footers based on the contents of pages—valuable for producing catalogs and similar publications.

**QXP** QuarkXPress 3.2 does not offer this capability.

### **Automatic bullets and paragraph numbering**

**PM** An Aldus Addition included with PageMaker 5.0 can automatically generate bullets and numbers for selected paragraphs or styles.

**QXP** QuarkXPress 3.2 does not offer this capability.

### **Table Editor utility (Windows only)**

**PM** PageMaker 5.0 for Windows comes with a Table Editor utility to create complex tabular material. The utility also shares a hotlink with PageMaker, allowing users to launch the Table Editor from a placed table, edit the material, and then automatically update the PageMaker file after saving changes.

**QXP** QuarkXPress 3.2 does not offer a similar table utility. Users must purchase the "Tableworks for Windows" XTension (\$349) from Npath Software.

## **Connectivity**

### **More import filters**

**PM** PageMaker 5.0 comes with 39 import filters on the Macintosh (almost three times as many as QuarkXPress) and 58 import filters on the Windows platform (almost three times as many as QuarkXPress). The Macintosh version of the product also includes PC WordPerfect, PCX, PIC, and WPG filters for importing these files from the PC environment.

#### **PageMaker 5.0 import filters**

	Macintosh	Windows
Text	22	21
Graphics	16	31
Spreadsheet/database	1	6
<b>Total</b>	<b>39</b>	<b>58</b>

**QXP** QuarkXPress offers only 14 filters in its base Macintosh product and 22 in its base Windows product. The "WordPerfect DOS Filter" and "MS Word DOS Filter" XTensions from DPN (each \$295) import DOS WordPerfect and MS Word DOS files, respectively, into the Macintosh version of QuarkXPress. The "GraphXChange" XTension (\$149) from Equilibrium also enables the Macintosh version to import PCX, PIC, and WPG filters from the PC.

#### **QuarkXPress 3.2 import filters**

	Macintosh	Windows
Text	6	9
Graphics	8	13
Spreadsheet/database	0	0
<b>Total</b>	<b>14</b>	<b>22</b>

### ***TWAIN support for direct scanning***

**PM** Users can acquire scanned images directly from within PageMaker 5.0 because PageMaker supports the TWAIN standard that was co-developed by Hewlett-Packard, Aldus, and other industry partners. This direct scanning connection works with dozens of scanners and allows users to acquire and place scanned images simultaneously.

**QXP** QuarkXPress does not support the TWAIN interface, although it can support some direct scanning mechanisms through an XTension called "Spectre-Scan QX" from PrePress Technologies (\$295) and through the Adobe Photoshop "Plug-In" XTension (part of a \$25 set of XTensions available from Quark). The latter allows QuarkXPress to utilize Photoshop's many "acquire modules" to receive images from scanners and video capture boards.

### ***OLE support under Macintosh and Windows***

**PM** PageMaker supports OLE (object linking and embedding) as a client on both Macintosh and Windows platforms. (OLE is similar to Publish and Subscribe on the Macintosh.) It also supports OLE as a client across platforms if a user has the same OLE server application on both systems. (When a user places a Microsoft Excel OLE object under Windows, for example, and then moves the publication to the Macintosh, the OLE link will be available for use with Excel on the Macintosh.)

**QXP** QuarkXPress does not support OLE on the Macintosh. QuarkXPress for Windows supports OLE as a client.

### ***More links information***

**PM** PageMaker's Links dialog boxes give detailed information about any placed file (text or graphic), including its filename, type, status, creation date, modification date, and the page it's on.

**QXP** The "Picture Usage" dialog box in QuarkXPress 3.2 supplies only a graphic's filename, type, status, and the page it's on.

### ***Access to Microsoft Mail (Macintosh only)***

**PM** PageMaker has been closely integrated with Microsoft Mail so users can send a publication as an enclosure, open publications received as enclosures, and place files sent as mail enclosures—all directly from within PageMaker.

**QXP** QuarkXPress 3.2 does not offer this capability.

### ***On-demand display of high-resolution TIFF images***

**PM** PageMaker has an option to display the high-resolution versions of TIFF images either temporarily (through a keystroke) or at all times (through a preference).

**QXP** QuarkXPress 3.2 does not offer a high-resolution mode.

### ***Faster redraw of TIFF images***

**PM** PageMaker 5.0 operations on TIFF images are often much faster than in QuarkXPress 3.2. Zooming in to 400% on a rotated TIFF image, for example, takes ten times longer in QuarkXPress than in PageMaker.

**QXP** QuarkXPress requires more memory to handle TIFF images, which can slow down the screen redraw of images at all views, especially if they have been rotated.

### ***Support for more interapplication communication (IAC) scripting languages***

**PM** Users writing in scripting languages such as Visual Basic, Excel, and UserLand Frontier can get direct access to PageMaker via DDE (dynamic data exchange) on Windows and Apple events on the Macintosh. These scripting languages support more advanced instructions (such as loops) than the standard user scripting, enabling customers to control PageMaker in more sophisticated ways.

**QXP** QuarkXPress 3.2 for the Macintosh supports UserLand Frontier scripting language, as well as Apple events. There have been no announcements about scripting for the Windows version.

### ***PICT-to-Metafile conversion***

**PM** Because the Macintosh PICT and Windows WMF file formats are incompatible, PageMaker automatically converts these platform-specific graphics to their counterpart formats when a user moves a publication between the two platforms. This enables users to switch smoothly between environments without sacrificing their artwork.

**QXP** QuarkXPress 3.2 does not offer similar conversion capability between the WMF and PICT formats, so users are limited to keeping graphics (and therefore the publications that contain them) on the same platform on which they were created.



## 27 **PPD support**

**PM** PageMaker supports industry-standard PPD (PostScript printer description) files so that users can utilize these drivers for their non-Aldus applications.

**QXP** QuarkXPress does not support PPD files for printing, but instead uses its own proprietary format (PDF) that is not shared by other applications.

## **Typography**

### 28 **Automatic expert kerning**

**PM** PageMaker 5.0 includes URW's Expert Kerning technology as an Aldus Addition to enhance the readability of text. This Addition scans a range of text and automatically applies font-specific kern values to present all the text in a visually appealing way. Users can also manually adjust the resulting kerning if desired.

**QXP** QuarkXPress 3.2 does not have an equivalent kind of kerning technology; users must kern all type manually.

### 29 **Professional hyphenation and justification routine**

**PM** PageMaker's hyphenation and justification routine for composing text on a page stresses two principles: adjust word spacing before letter spacing and hyphenation, and squeeze space before expanding it. These principles and others that PageMaker adheres to were mentioned in two issues of the *Seybold Report on Desktop Publishing* (June 11, 1990, and August 16, 1993) as being very important to typographically sophisticated users.

**QXP** The same report mentions that QuarkXPress' hyphenation and justification routine tends to favor the use of letter spacing too often for highly sophisticated results, so that QuarkXPress produces different results even when using equivalent settings.

See the Aldus Straight Talk "Hyphenation and Justification" for more details about how these two products differ in this feature. To fax this document to yourself, call our FaxYI system at (206) 628-5737 and request document #214308.

### 30 **Sophisticated hyphenation dictionary**

**PM** PageMaker includes a dictionary that has thousands of words to supplement its hyphenation algorithm. This prepared list of hyphenations and exceptions saves users time as they create their own user dictionary, because so many standard entries are

already defined for them. Moreover, users can choose to have PageMaker hyphenate based on manual methods only, on manual plus dictionary, or on its internal algorithm.

**QXP** QuarkXPress does not offer a dictionary of hyphenation exceptions; users must input all exceptions over time by adding them to their user dictionary. QuarkXPress provides only algorithm-based hyphenation.

### 31 **True (and kerning-independent) tracking**

**PM** PageMaker offers true point-size-dependent tracking that is independent of whatever manual and automatic kerning the user also applies. Tracks (or even "no track") can be applied to any selected text, or included as part of a style definition.

**QXP** What QuarkXPress calls "tracking" in its dialog box, menu, and measurements palette is not point-size dependent and is more correctly called "range kerning." (It adjusts all the letters within a selection of text by the same amount of space.) QuarkXPress does offer one point-size-dependent track for each font, but this "real" tracking is not available unless automatic pair-kerning is also turned on. Tracking in QuarkXPress is either always on or always off and, when on, affects the contents of an entire document. Thus QuarkXPress users cannot apply one track setting to headlines and another (such as "none") to body copy as they can in PageMaker.

### 32 **Five tracks per font, plus unlimited edit points**

**PM** PageMaker provides five track settings per font (from very loose to very tight) that can be applied to any range of text. Using the Edit Tracks Addition included with PageMaker, users can add up to 125 control points to adjust a font's track settings.

**QXP** QuarkXPress offers only one track per font, which can be edited using a maximum of four control points.

### 33 **Support for spaceband as part of kern pairs**

**PM** PageMaker honors any kern pair that includes a spaceband as part of the pair. This is valuable for decreasing the visual width of the space after a period. PageMaker also allows manual kerning of the spaceband and surrounding characters.

**QXP** QuarkXPress allows a user to kern around a spaceband manually, but it does not honor kern pairs that use the spaceband character.

### **Application-independent kern pairs (Macintosh only)**

**PM** On the Macintosh, PageMaker's files of kern pairs (created with its KernEdit utility) can be shared with other applications because KernEdit uses an industry-standard specification for kerning data. Currently, Aldus FreeHand®, Adobe Illustrator, and other professional graphics programs can use the same kern pairs as PageMaker.

**QXP** QuarkXPress' kern-pair editor is proprietary, so any kern pairs that a user creates with it must be kerned again in another utility and then saved in a standard format before they can be used with other applications. The "Kerning Palette" XTension (\$295) from Clearface edits kern tables that can be universally applied to font suitcases for use by other applications on the Macintosh.

### **Font mapping between platforms (PANOSE™)**

**PM** PageMaker 5.0 supports the new PANOSE Typeface Matching System from ElseWare to provide font substitution across platforms or documents. The system lets the user specify close substitutes for any font that's not found on the host system. Font conversions are made automatically as the publication is opened. PageMaker 5.0 can also automatically convert font names that differ across platforms (e.g., "C Helvetica Condensed" on the Macintosh and "HelveticaCondensed" on the PC).

**QXP** QuarkXPress 3.2 offers a font-alert capability that allows the user to identify missing fonts and substitute other fonts for them manually.

### **Flag "keep with" and loose/tight violations**

**PM** At the user's option, PageMaker will automatically highlight violations to the "keep with" paragraph option and to user-defined composition rules for letter and word spacing.

**QXP** QuarkXPress 3.2 does not flag these violations.

## **Feature Implementation**

### **Ability to send a full-color image to one color plate**

**PM** PageMaker users can easily print a full-color image onto one color plate to, in effect, convert the image to a spot-color or grayscale photo. (The user merely selects the image and applies the appropriate color from the Colors palette.) A "Restore original color"

command removes the applied color so that the graphic can once again be printed as separations, if desired.

**QXP** QuarkXPress 3.2 does not offer this capability.

### **Harder-working Control palette**

**PM** Overall, PageMaker's Control palette supports more options than QuarkXPress' measurement palette, making commands and features faster to get to than in QuarkXPress. For example, the following capabilities are unique to the PageMaker 5.0 Control palette:

- Ability to create new styles
- "Type ahead" selection of styles
- Access to nearly all paragraph attributes
- User-selectable anchor points for measurements and rotation

**QXP** QuarkXPress 3.2 provides paragraph alignment and leading in its palette, but no other paragraph settings are accessible from the palette.

### **Global pasteboard**

**PM** PageMaker's pasteboard is a storage area that is independent of which page is being viewed. Items set aside there will remain accessible even if the user moves to another page of the document; this greatly speeds up the task of transferring items among pages and allows for constant access to items that have been put there.

**QXP** The QuarkXPress "pasteboard" is actually a spare area that is distinct to each page. Items moved aside from one page are no longer visible when the user turns the page, making it difficult to locate items that have been put aside temporarily.

### **Multiple and custom color libraries**

**PM** PageMaker 5.0 comes with color libraries from six vendors: DIC Color Guide (Dainippon Ink and Chemical), Focoltone, PANTONE® (Coated, Uncoated, ProSim, ProSim EuroScale, Process, and Process EuroScale), Toyo, Trumatch, and Munsell. PageMaker 5.0 users can also create custom color libraries and add new color libraries as they are released or updated by the library vendors. All color libraries (even custom ones) are platform independent so they can be shared across systems.

**QXP** QuarkXPress 3.2 offers color libraries from only three color vendors: Focoltone, PANTONE (Pantone, Process, ProSim, and Uncoated), and Trumatch. QuarkXPress does not support custom libraries.

### **Zoom to 800%**

**PM** Using arbitrary magnification, PageMaker 5.0 owners can view elements at 800% of their actual size—valuable for making precise adjustments.

**QXP** QuarkXPress 3.2 can zoom only to a 400% view.

### **Ability to “undo” a deletion of multiple objects**

**PM** PageMaker allows users to immediately “undo” any deletion or clear of multiple items, which gives customers a chance to reclaim text and graphics they may have inadvertently deleted.

**QXP** QuarkXPress 3.2 does not offer an “undo” function for recovering multiple objects that have been cleared or deleted. Often a user must reimport or re-create them from scratch.

### **Support for more predefined page sizes**

**PM** PageMaker 5.0 supports 14 predefined page sizes, plus custom sizes: US letter, US legal, Tabloid, A4, B5, A3, A5, Magazine, Magazine narrow, Magazine wide, Magazine broad, Compact disk, Letterhalf, and Legalhalf.

**QXP** QuarkXPress supports only five predefined page sizes, plus custom sizes: US letter, US legal, tabloid, A4, and B5.

### **“Snap-to-ruler” and customizable vertical ruler**

**PM** PageMaker allows a user to “snap” objects to ruler tick marks and to specify a custom unit of measure (such as 13 points) for the vertical ruler. With the latter capability, users can set the vertical ruler increments to reflect, say, the leading measurement for body text, and then combine this with the “snap to ruler” option to quickly align captions, graphics, and other elements to the baselines of their text.

**QXP** QuarkXPress does not offer a snap-to-ruler option and does not provide a customizable vertical ruler setting.

### **Forty tab stops per line**

**PM** PageMaker allows up to 40 tab stops per line of text.

**QXP** QuarkXPress 3.2 supports 20 tab stops.

### **Auxiliary dictionaries, plus simultaneous spelling verification**

**PM** PageMaker customers can purchase a set of 20 international dictionaries for only \$99 after they buy the base product, and can run spelling and hyphenation routines from multiple languages simultaneously on a publication. (Because language is a paragraph-level attribute, each paragraph

could conceivably be in a different language.) The dictionary set provides spelling and hyphenation for U.S. English, U.S. English Legal, U.S. English Legal and Medical, UK English, UK English Legal, UK English Medical, French, German, Italian, Dutch, Spanish, Danish, Norwegian, Swedish, Portuguese, Brazilian Portuguese, Swiss German, Nynorsk, Finnish, and Canadian French.

**QXP** Users cannot perform spelling and hyphenation in multiple languages at once within the same document in QuarkXPress 3.2 without the use of the “SpellBound” XTension (\$200) from CompuSense. Another way to work with multiple languages at once requires the purchase of Quark Passport for \$2,495 (suggested retail price, U.S.). This product includes hyphenation and spelling dictionaries for 12 languages—Danish, Dutch, English (British and American), French, German, Greek, Italian, Norwegian, Portuguese, Spanish, Swedish, and Swiss German. It also allows menus and dialog boxes to be displayed in any one of those languages.

### **Support for alternate hyphenation dictionaries**

**PM** PageMaker users may install custom hyphenation dictionaries that are separate from spelling dictionaries and then use the two simultaneously. Thus a customer can use one vendor’s spelling and another vendor’s hyphenation, which is important for some non-English languages. PageMaker for Windows also works with multiple Windows code pages, enabling users to run hyphenation and spelling from multiple language dictionaries from any language version of PageMaker, regardless of whether the Windows version they own is in the same language as the PageMaker they own.

**QXP** QuarkXPress 3.2 supports neither alternate hyphenation sets nor multiple Windows code pages.

### **Automatic bitmap scaling to printer resolution**

**PM** A keystroke in PageMaker activates a “magic stretch” resizing feature that enables users to scale TIFF and bitmap images for optimal output to the target printer. This keystroke makes PageMaker “jump” the image only to sizes that the printer’s resolution can handle best.

**QXP** QuarkXPress 3.2 does not offer this capability.

### **Thousands of colors per document**

**PM** PageMaker allows users to define thousands of colors in a publication.

**QXP** QuarkXPress 3.2 allows only 127 colors per document.



### **Complete text-wrap around graphics**

**PM** PageMaker will wrap text around all sides of an object no matter where the object is placed on a page.

**QXP** QuarkXPress 3.2 can wrap text around only three sides of an object when the object is placed within a single column of text. It will wrap around all sides only if the object straddles two or more columns.

### **Customizable "nudge" settings**

**PM** PageMaker 5.0 users can customize how far the "nudge" buttons and keys will move an object. Preference settings allow them to set the unit of measurement for nudging (points, inches, etc.), and the amount of nudge desired (3.6 points, 0.25 inches, etc.). They can also set a nudge to snap to the nearest grid unit.

**QXP** QuarkXPress users can nudge objects only 1 point or 0.1 point at a time. On the Macintosh, the "NudgeIt" XTension (\$29) from a company called "a lowly apprentice production" customizes this feature to define and apply custom nudge amounts. On Windows, users must purchase the "Nudger" XTension (\$49) from Vision's Edge Inc.

### **User-definable thumbnails**

**PM** PageMaker allows the user to specify how many thumbnails are to be printed on each page, and resizes them to fit the page.

**QXP** The QuarkXPress user does not have control over the number of thumbnails per page, and all thumbnails always print at one-eighth of their original size (thus larger page sizes generate larger thumbnails).

### **Time and date stamping within contents of a page (Windows only)**

**PM** Users of PageMaker 5.0 for Windows can insert "live" time and date placeholders anywhere on a page—such as in a header, footer, or title—to keep track of when various versions of the document were printed. (A separate PageMaker option also automatically prints this information outside the crop marks as part of the standard collection of printer's marks.)

**QXP** QuarkXPress for Windows does not offer this capability.

### **Choice of transparent or opaque lines**

**PM** PageMaker allows a user to specify whether the gaps within dotted, dashed, and scotch (double- and triple-ruled) lines are to be opaque or transparent.

**QXP** The gaps within similar lines in QuarkXPress 3.2 are always transparent.

### **Two characters for tab leaders**

**PM** PageMaker users can specify up to two characters for use in leaders for tabs, enabling them to create "proper" leaders (dots separated by en spaces), as well as custom leader patterns:

Example: . . . . . (with en space) vs.:  
..... (one character)

—or—

----- one pattern,  
and -===== another

**QXP** QuarkXPress 3.2 allows only one character for use in tab leaders.

### **More flexible Library palette**

**PM** PageMaker's Library palette lets users store oft-used graphics and text files in a picture-based palette, then assign textual information and names to each object. Users can search the Library's items based on keyword, title, author, and so on, or they can scroll to find the item they want. PageMaker's Library palette will accept text blocks that are linked together, as well as the contents of an entire page at once.

**QXP** QuarkXPress has a similar Library feature, but does not allow users to append textual information other than titles to entries. Users can select items to display based on their titles, or can browse through the library by scrolling. QuarkXPress' Library does not allow a user to store a text block that is linked to another one. Like PageMaker, it can accept the contents of an entire page at once.

### **Print-error reporting**

**PM** PageMaker 5.0 includes a PostScript error handler that users can opt to download during printing to interpret common PostScript errors.

**QXP** QuarkXPress does not include a built-in PostScript error handler. The "PinPoint" XTension (\$79.50) from the Cheshire Group provides a dialog box that displays PostScript error information.

### **Support for nested DCS files**

**PM** PageMaker 5.0 imports and correctly separates both independent DCS files and DCS files that are nested inside EPS files.

**QXP** QuarkXPress 3.2 supports independent DCS files, but not nested ones.

## **File Handling**

### **Book feature for multiple-file processing**

**PM** PageMaker's Book feature allows multiple publications to be linked and chain-printed, even across platforms and from a server. This facilitates the integration of multiple-chapter layouts and multiple-author books, and provides several page-numbering options. With the Book feature, users can also generate indexes and tables of contents across multiple publication files.

**QXP** QuarkXPress 3.2 cannot link or process multiple publication files at once.

### **Option to link to text as well as graphics**

**PM** PageMaker offers many options for linking placed files and updating publications in case the source files change. Users can, for example, specify to have PageMaker alert them if a file has changed. They can update links, relink files to replacement versions, or break links. These capabilities work for all imported files—text as well as graphics.

**QXP** QuarkXPress users cannot link imported text to their source files unless they purchase the "Verbaytum" XTension (\$99) from Vision's Edge Inc. QuarkXPress does maintain links to imported graphics, offering update and alert options that are similar to those in PageMaker.

### **Option to reduce time or disk space during a "save"**

**PM** PageMaker provides a preference that lets a user choose to save a file faster or to save it in the least amount of disk space it requires. In either case, the "Save as..." command can always be used to reduce a publication file to its smallest size.

**QXP** QuarkXPress 3.2 does not offer this choice.

### **TIFF file compression**

**PM** PageMaker can automatically compress and decompress any TIFF image the user selects. This compression mechanism can save 80% of the disk space required for saving and transferring TIFF files.

**QXP** QuarkXPress 3.2 does not offer this capability.

## **Support Beyond the Box**

### **Multiple support policies at a low cost**

**PM** Aldus support is acknowledged worldwide as one of the best in the industry. The new retail version of PageMaker 5.0 comes with 90 days of complimentary technical support, 24 hours a day, 7 days a week, which begins with the user's first call for assistance. A year's worth of basic support is only \$99; a year of premier support is \$179. Aldus also offers other support options, including a FaxYI service for sending technical documents to oneself.

**QXP** QuarkXPress also has a 90-day support period, but it begins the day the user installs the product (and therefore could run out before a user really needs it). A year's worth of basic support costs \$150.

### **24-hour technical support**

**PM** During the 90-day warranty period for new retail products in the U.S. and Canada, PageMaker 5.0 includes 24-hour technical support for help right when a problem happens. The 24-hour service option can also be added to Aldus' annual support policies.

**QXP** Quark offers product support only from 8:00 a.m. to 5:00 p.m. Mountain Time.

### **Online tutorials and documentation**

**PM** PageMaker 5.0 includes an online tutorial for faster, interactive learning. Its online Help is completely context-sensitive, providing quick access to information about any dialog box, command, or option the user selects.

**QXP** QuarkXPress 3.2's tutorial is not online, nor is the online Help context-sensitive.

### **Cross-platform experience since 1987**

**PM** Aldus has offered PageMaker for both Windows and the Macintosh since 1987 (at which time Quark's products were shipping only on the Apple III). PageMaker is the only desktop publishing application that is number one in market share on both platforms worldwide. Our close work with Microsoft, as well as our proven depth of Windows experience, shows in the reliability of our products.

**QXP** Quark is just beginning to build its support structure, and their inexperience is telling in that QuarkXPress for Windows was released almost two years after it was first announced.

## **Full line of graphics products**

**PM** Aldus offers a full suite of professional design tools on both Macintosh and Windows: Aldus FreeHand for design and illustration; Aldus Persuasion® for creating slides, overheads, and on-screen presentations; Aldus PhotoStyler® for editing and enhancing scanned images (Windows only); and Aldus Fetch™ for cataloging and retrieving source files such as graphics, images, and sounds across a network (Macintosh only). The products work together and even share common elements such as filters and dictionaries.

**QXP** Quark offers no other illustration, image-processing, or presentation products for the design professional.

## **Separate prepress solutions**

**PM** Aldus has a philosophy of offering basic and necessary prepress functionality in our design-focused products, while providing a separate line of extremely high-end products tailored for prepress professionals.

For example, although PageMaker and Aldus FreeHand both provide tools that experienced designers can use to accomplish certain kinds of trapping, we would never claim to provide complete and automatic trapping in these products. Similarly, PageMaker's Build Booklet Addition provides basic imposition, but it is not robust enough to handle complicated signatures such as step and repeat, half-web forms, and so on.

For truly high-end prepress work, we offer Aldus TrapWise™ as a complete trapping solution and Aldus PressWise as a complete imposition solution

to prepress professionals. Both products move the complex tasks of trapping and imposition out of the design process and into the prepress process where they belong.

**QXP** QuarkXPress offers "automatic" trapping, but it has been criticized by many prepress professionals because of a combination of misuse by designers and limitations in the technology. For example, QuarkXPress cannot trap EPS files or any object that contains vignettes, nor can it simultaneously choke and spread an object that straddles different colors. The product offers sophisticated imposition capabilities only through XTensions.

## **Worldwide support**

**PM** Aldus is a publicly held, international company with fully staffed and experienced subsidiaries throughout Europe, North America, and the Pacific Rim. These subsidiaries provide invaluable customer assistance through local support, service, responsiveness, and presence. Localized technical support (from Aldus employees) is available in the U.S., Canada, United Kingdom, France, Sweden, Germany, the Netherlands, Japan, and Australia.

**QXP** Quark has local support in the U.S., Canada, Denmark, United Kingdom, and the Netherlands. Within the last several months, Quark has also begun to set up a few localized offices, but the company depends on third-party distributors for most of its international sales and technical support.

## The Price of XTensions

We often hear "You can do that with XTensions" as a rebuttal to many of PageMaker's standard features. The following XTensions (with their \$2400+ price tag on the Macintosh and \$970+ price tag under Windows) is the *basic* set that a user would need to buy to bring QuarkXPress 3.2 closer to what PageMaker 5.0 offers at no extra charge. Also bear in mind that not all PageMaker features are available as XTensions, and that most XTensions do not function nearly as well as their integrated counterparts in PageMaker.

Adding numerous XTensions to QuarkXPress can also degrade the program's performance during start-up, as well as during other operations. Customers often have to quit and restart QuarkXPress with a different configuration of XTensions in order to work effectively on different kinds of documents.

Both Aldus PageMaker 5.0 and QuarkXPress 3.2 have a suggested retail price of \$895.

### The True Cost of Several High-End Publishing Capabilities

Feature	PageMaker 5.0	Cost	QuarkXTension	Cost (Mac)	Cost (PC)
4 Generate TOC	built-in	n/c	Sonar Bookends	\$129.95	\$129.95
5 Generate Index	built-in	n/c	Sonar Bookends	(w/above)	(w/above)
5 Generate TOC based on styles	built-in	n/c	Sonar TOC	\$99.00	\$99.00
6 Word-processing mode	built-in	n/c	QXEdit	\$149.00	1
7 Standard imposition	Build Booklet	n/c	Printers' Spreads	\$179.00	1
8 Save and reuse printer settings	Printer Styles	n/c	QuarkPrint	\$195.00	1
10 Print nonconsecutive pages and ranges	built-in	n/c	QuarkPrint	(w/above)	1
10 Print nonconsecutive pages and ranges	built-in	n/c	PrintMaster	1	\$69.95
11 Print multiple EPS pages at once	built-in	n/c	PrintMaster	1	(w/above)
17 Table Editor (Windows only)	built-in	n/c	Tableworks	—	\$349.00
18 PC WordPerfect Import filter for Macintosh systems	built-in	n/c	WordPerfect DOS Filter	\$295.00	—
18 PC MS Word Import filter for Macintosh systems	built-in	n/c	MS Word DOS Filter	\$295.00	—
18 PCX, PIC, and WPG filters for Macintosh systems	built-in	n/c	GraphXChange	\$149.00	—
19 Acquire scanned images	built-in	n/c	SpectreScan GX	\$295.00	1
34 Application-independent kerning pairs (Macintosh only)	KernEdit	n/c	Kerning Palette	\$295.00	—
46 Spelling verification with multiple dictionaries open	built-in	n/c	SpellBound	\$200.00	\$200.00
51 Customizable nudge values	built-in	n/c	Nudgelt	\$29.00	1
51 Customizable nudge values	built-in	n/c	Nudger	1	\$49.00
57 PostScript printing error reporter	built-in	n/c	PinPoint	\$79.50	\$79.50
60 Link to imported text files	built-in	n/c	Verbaytum	\$99.00	1
<b>Total extra cost</b>		<b>\$0</b>		<b>\$2488.45<sup>2</sup></b>	<b>\$976.40<sup>2</sup></b>

<sup>1</sup> The XTension is not available for this platform.

<sup>2</sup> Note that this would be the additional price *per workstation*.



**Aldus Corporation**  
411 First Avenue South  
Seattle, WA 98104-2871

©1993 Aldus Corporation (In Australia, trading as Aldus Software Pty. Ltd.—ACN 054 247 835). All rights reserved. Aldus, the Aldus logo, PageMaker, Aldus FreeHand, Persuasion, and PrePrint are registered trademarks, and Fetch, PressWise, TIFF, and TrapWise are trademarks of Aldus Corporation. PhotoStyler is a registered trademark of U-Lead Systems licensed by Aldus. Quark and QuarkXPress are registered trademarks, and XTensions is a trademark of Quark Inc. PANTONE® is a registered trademark of Pantone, Inc. PANOSE is a trademark of the typeface matching system from ElseWare Corporation. ElseWare Corporation takes no responsibility for the mapping results of fonts that do not also bear the PANOSE trademark. Trumatch is a trademark of Trumatch Inc. Other product and corporate names may be trademarks or registered trademarks of other companies and are used only for explanation and to the owners' benefit, without intent to infringe.